



JUSTIFICATION LETTER

Date: 12/18/06

To: City of Las Vegas Planning & Development
731 S. 4th Street
Las Vegas, NV 89101

From: Mark Whitehouse

Attn: Pre-Application Appointment Calendar – Planning/Development Department

Re: Peoples Auto Center Centennial Pylon Sign

To Whom It May Concern:

On behalf of Peoples Auto Center - Centennial, Ultrasigns Electrical Advertising will be filing for a Waiver of Town Center Sign Standards for the following two reasons:

1. Raise sign height for a Pylon Sign from 79' to 100'.
2. Include a double faces Electronic Message Unit (EMU) in the sign.

Item 1:

There is an existing Master Sign Plan (MSP), with a pylon sign approved for this location @79' in height. Said MSP was put into place prior to the construction of a new on ramp onto the I-95 freeway southbound that is over 25' elevated above grade. This on ramp occurs directly in front of and directly affects the visibility of this previously approved sign.

The intent is to get the sign back to it's original visibility. Based on field verification - 100' would enable the sign to be fully visible after deducting the 25' on ramp.

Item 2:

Due to the reduced visibility now incurred on this sign, and to benefit the success of this center and this Auto Dealership – Peoples Auto Group is requesting a double faced EMU to be located at the top tenant portion of the sign. This will be tastefully trimmed in and blended in with the architecture of the sign.

In closing, we hope to work together with the Centennial Hills Review Committee and the City to ensure the successful implementation of this project.

Sincerely,

Mark Whitehouse
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